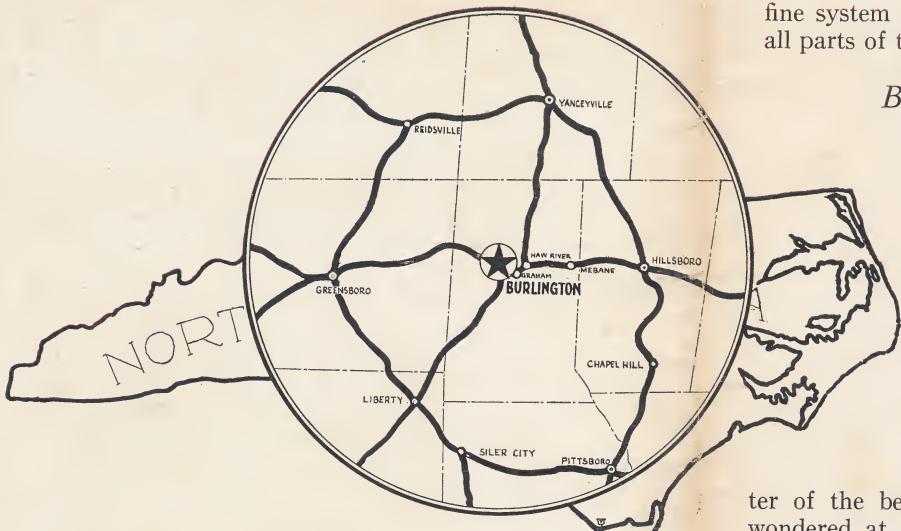




BURLINGTON

NORTH CAROLINA

LOCAL HISTORY
BURLINGTON --
DESCRIPTION,
C 1930



BURLINGTON, the industrial city, is situated in the north central portion of the State in what is termed the Piedmont Section. Midway between Greensboro on the west and Durham on the east, it is but some sixty miles west of Raleigh, the State capital. Surrounded by the fertile acres of Alamance county, it is the community center and business center of a very large and populous territory, and the center of an area that is largely devoted to manufacturing as well as to agriculture, to dairying, and to truck farming.

HAVING had its early beginning as "company shops" for the North Carolina Railroad in 1887, this city has always been one of manufacturing. Starting with textiles and the establishment of the first mill to make colored print cloth in the South in 1837, this mill continued in operation in this county until 1927 when it was converted into a dyeing plant for the Standard Hosiery Company. It has been the parent of the large increase in the textile industry in this section.

The Southern Railway serves Burlington, connecting at Greensboro with the main line to Washington, Philadelphia, and New York on the north; to Charlotte, Atlanta, and New Orleans on the south—one night from either New York or Atlanta; through Pullman service without transfer.

Splendid motor highways—Route 10, or "Carolina's Main Street," and Route 62—link Burlington with the other cities of the State and provide for hourly bus service east to Durham and Raleigh and west to Greensboro, High Point, and Charlotte, with connections at Greensboro for Winston-Salem. These lines are but a small portion of the

fine system of hard surfaced roads that cover nearly all parts of the State.

Burlington is a Modern City

BURLINGTON has more than kept pace with the progress in the South, both as to industry and to population. Having an aldermanic form of government, owning its own water works, supplied by the Southern Power Company with an abundance of electricity at a very low rate, enjoying one of the lowest insurance rates in this country, guarded by competent fire prevention equipment, provided with artificial gas, having a religious environment and in the center of the best educational facilities, it is not to be wondered at that the growth in population from 817 in 1887 to over 11,000 at the present time presents the picture of a fast growing industrial center.

TWO MODERNLY equipped hotels cater to the traveling public. The Alamance is the newer of the two and has been in operation over two years. It was built as a community enterprise prior to the industrial expansion. This is an 85-room hotel and is owned by the community. Fixtures, equipment and supplies are as far as possible North Carolina products. The service is efficient and an attempt is made to give the guest the true Southern reception and hospitality. The Piedmont Hotel is the commercial hotel of the city and is situated close to the railroad. It is under the management of an expert, and first-class service is assured.

Burlington has exceptional transportation facilities





Conventions

DURING the past two years an effort has been made toward making Burlington a convention city. As a result an average of eight State Conventions have been held each year.

These Conventions have varied in size from a few hundred to 1500 delegates. The success of the entertainment and the accessibility to all parts of the State continue to make the city one of the outstanding convention cities.

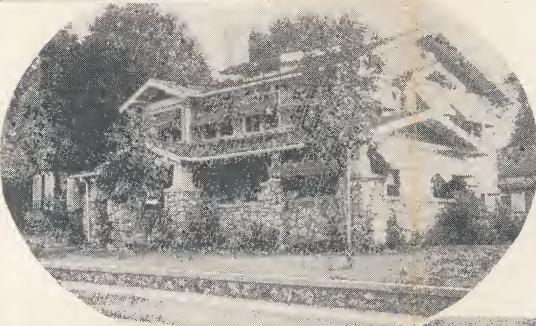
A Decidedly Pleasant Place to Live

THE CITY of Burlington is indeed a very pleasant place in which to live. It is big enough to afford the comforts and conveniences of larger cities, is close enough to larger cities so that there are all the opportunities for visitation to be desired, is within three miles of Elon College and within thirty miles of the State University, Duke University, North Carolina College for Women, Greensboro College for Women, and has many additional advantages not usually found in other communities.

The climate of Burlington is temperate. Situated in a thermal belt produced by the mountains to the north and west, and with this section in the foothills, open to the south and east, it is so tempered by the breezes from the south

that it is never too warm in summer or too cold in winter. The winter season is short and not uncomfortable. Nights are cool and refreshing during even the hottest part of the year. The summers are not beyond the point of comfort and it is a very surprising fact that in this section there are forty-two minutes less heat on the average summer day than in the New England States. It is also a very surprising fact, that during the winter this section has nearly one additional hour of sunlight over the same comparative States in New England. According to the records of the United States Weather Bureau, the mean temperature is 59 degrees for the year round. Rainfall is fairly evenly distributed throughout the year. There are no "rainy seasons" or "dry seasons." The average annual rainfall at Burlington for a number of years has been 46 inches. Out-of-door work, sports, and activities are carried on at all seasons. Over a period of years the average fall of snow has not exceeded five inches and has not remained on the ground an average of two days at any time.

THE WATER SUPPLY at Burlington is good. Stony Creek, a private water shed owned by the city and situated in the hills, supplies the water used. Sufficient water to run the city for 250 days at present rate of consumption is impounded behind a thirty foot dam, located some distance from the city. This supply is purified before distribution through some 47 miles of water mains to the general public for use.



A few
of the city's
beautiful homes

THE HEALTH RECORD of Burlington is exceptional. Over a number of years the birth rate has been more than double the death rate, with low percentage of disease of any kind. Efficient disposal of sewage and garbage, a dependable supply of pure water and pure milk, and the observance of the laws of sanitation have kept the death rate very low—only 8.2 per cent for the whites and 11.5 per cent for Negroes in the entire county of Alamance.

BURLINGTON is an exceptional city with so large a manufacturing element. The beauty with which the city is laid out, the large number of well paved streets, fine lighting, the provision for beautiful residential sections as well as for pleasing industrial surroundings, make the city a very desirable place in which to live. The large number of fine homes that continue to be erected and the assistance that is obtained from three building and loan associations make it possible for the city to boast of a large number of home owners. Good daily and semi-weekly newspapers, *The Burlington Times* and *Burlington News*, are published in Burlington.

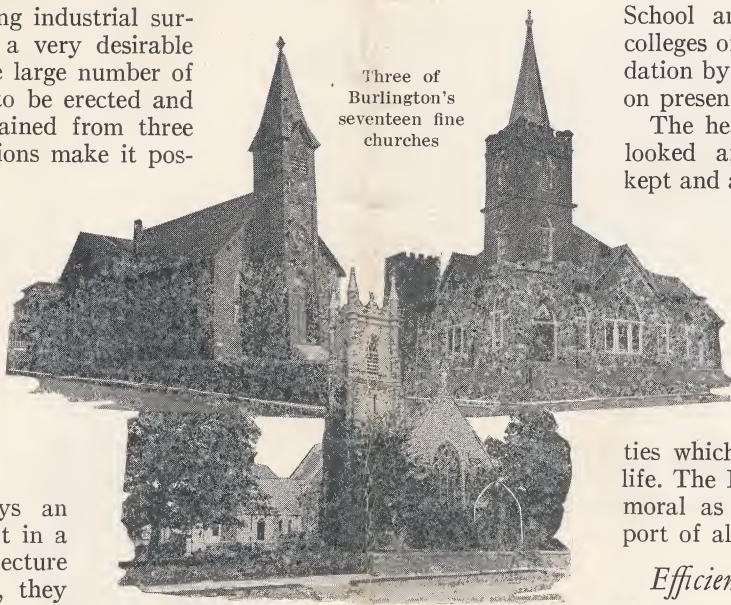
Churches

CHURCHES are always an indication of the spirit in a community. In their architecture and stability of structure, they attest the zeal and devotion of the people.

Burlington has churches of eight denominations: Baptist, Christian, Episcopalian, Friends, Holiness, Lutheran, Methodist, Presbyterian, and Reformed. A city of some seventeen churches sounds its appeal for righteous living both to citizens and to the "stranger within the gates."

The church-going habit of the people is solidly established. All of the leading denominations have built substantial and well equipped houses of worship and the churches are all so conveniently located that people of any denomination may easily reach the church of their choice.

The congregations of Burlington's churches support their churches well in their financial, spiritual, and social



Three of
Burlington's
seventeen fine
churches

obligations. The Sunday Schools and various church organizations are exceptionally well organized and are rendering a great service.

SCHOOLS are an index to a community's progress and in that respect Burlington measures up with the best. The Burlington Public School system is thoroughly organized so as to provide for the development of all ages, in all grades, beginning with the kindergarten and carrying through standard high school courses. The buildings are modern and well equipped. The teaching corps is efficient and well trained. Cafeteria service in each school makes it possible to supervise the selection of food for each child.

Graduates of the Burlington High School are admitted to recognized colleges of the country on recommendation by the high school faculty and on presentation of diploma.

The health of the children is well looked after, physical records are kept and a health nurse with a school

physician and a dentist maintain at all times a careful supervision. Active parent-teacher associations are constantly at work in all schools and in a helpful way promote and foster those activities which make for a better school life. The Burlington schools have the moral as well as the financial support of all people in the community.

Efficient Rural School System

IN ADDITION to the city school system, Alamance county main-

tains one of the highest ranking rural school systems in the entire country. Under the supervision of a County Superintendent of Instruction and a County Board of Education the school system is maintained at a very high standard. Schools are located in various parts of the county and hundreds of students are brought to these schools from farming districts in auto transfers. The consolidated rural schools are well housed, well equipped, and the instructors are thoroughly trained. In connection with the rural school program the county employs a county agent and also a home demonstration agent. Club activities form a large part of the home instruction, and as a result of the fine work that is being done Alamance county has the largest boys' and girls' calf club in the entire world. Developments

in rural school education have been so rapid that it has been found necessary to add a county agent for the colored race as well as a home demonstration agent. Results have created the only known negro calf club and a decided interest in general agricultural practices.

Recreation

RECREATIVE pleasures of almost every kind are enjoyed at Burlington. Smooth hard surfaced highways over the entire state are a joy to the motorists. Route 10 and Route 62 of the highway system are traveled by thousands of tourists annually. These find a ready welcome, and an all-night garage service is available to them. Close to the city limits are numerous places available for camping.

Bathing and Water Sports

NUMEROUS swimming pools and small lakes abound in the vicinity of Burlington and make it possible to enjoy bathing and water sports as desired. A few hours drive will take one either to the seashore and its many pleasures of fishing and swimming or to the mountains of the Blue Ridge with its enchantment of scenic beauty, horseback riding, trail climbing, or to its many camps. In the Piedmont section one has his choice, and tiring of one sport he may easily pursue another as his individual wish may dictate.

Golf

THE BURLINGTON Country Club golf course has splendid greens, well kept fairways and scientific hazards. The devotees of this game find here keen delight, and the mild, even-tempered climates makes it possible to enjoy the game the year 'round. Numerous famous courses are within a few miles and offer diversification to those who care for tournament play or the

keen enjoyment of a few hours on a new course. Southern Pines, Sedgefield, Pinehurst, Hope Valley, and even the sporting courses in Asheville and Charlotte are accessible. The Club maintains a well-known professional who advises and instructs players who desire his services.

Hunting

GAME abounds in the territory surrounding Burlington and Alamance county. Every winter the ducks (blacks and mallards) come from the North, affording excellent shooting. Squirrels are abundant and in some sections wild turkeys are still to be taken.

In Autumn, when the season opens, the fields and shrubbery harbor covies of quail, and for months the hunting is fine. It is at this time that parties of sportsmen from the North make their annual visits and live in their hunting camps or lodges in the city or close to it. "And when the yams are ripe and the moon is dark," you may tree a 'possum if you wish.

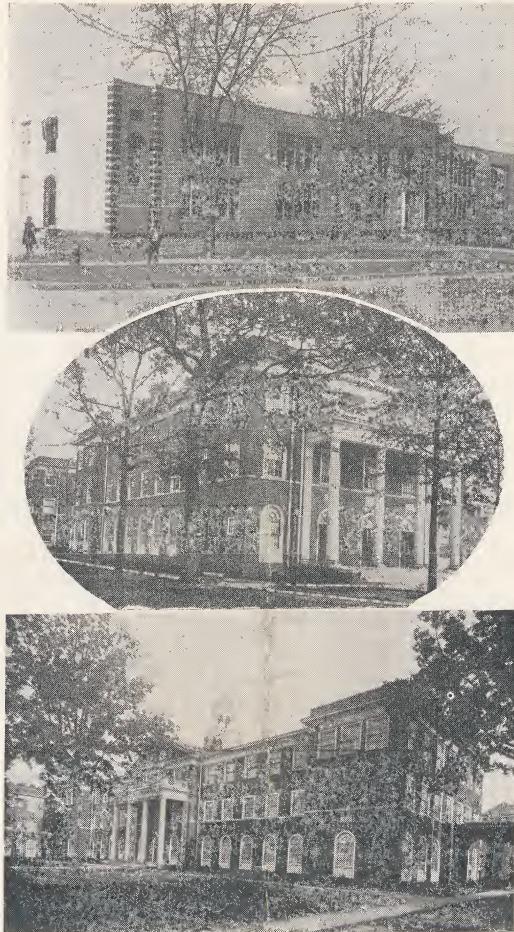
Within a radius of fifty miles from the higher lands to the west and into the foothills to the east, bear and deer are still to be had as they scramble through the underbrush of the virgin timber.

In the woods and along the streams some trapping is still done for the ever present rabbit and for the more elusive mink and otter. Good guides, horses, and well trained dogs are plentiful. Spending a week or two with us in enjoyment of sport will be worth telling your friends about; and it is possible to carry home

as a memento a fine set of horns or a rug for the floor of the den.

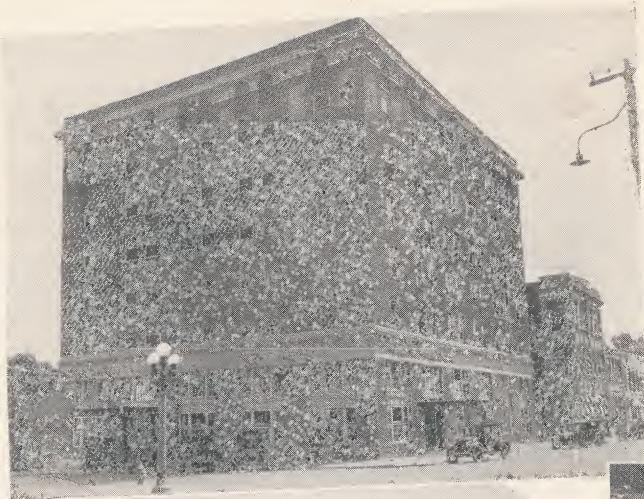
Fishing

IN THE RIVERS and lakes near Burlington may be found sport for the wielder of the rod. Black bass, bream, and jack give the follower of Izaak Walton plenty



Burlington's educational advantages are evidenced by many well-equipped buildings

Views in and Near Burlington *Industrial, Civic and Educational* *Hosiery Mills Center*



Alamance Hotel

Tri-City Air Port

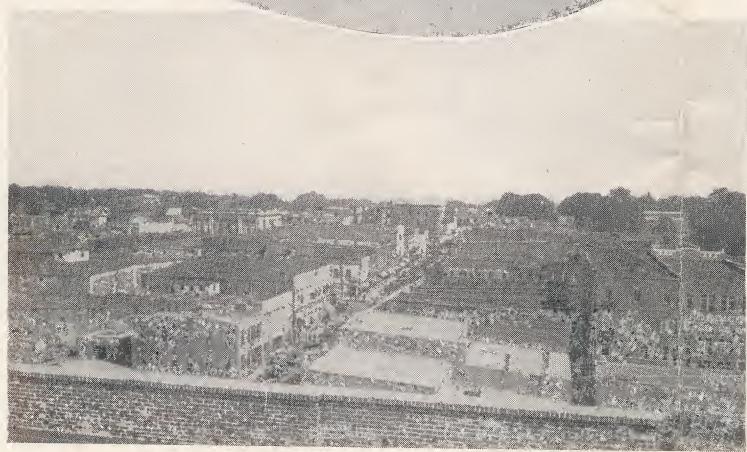
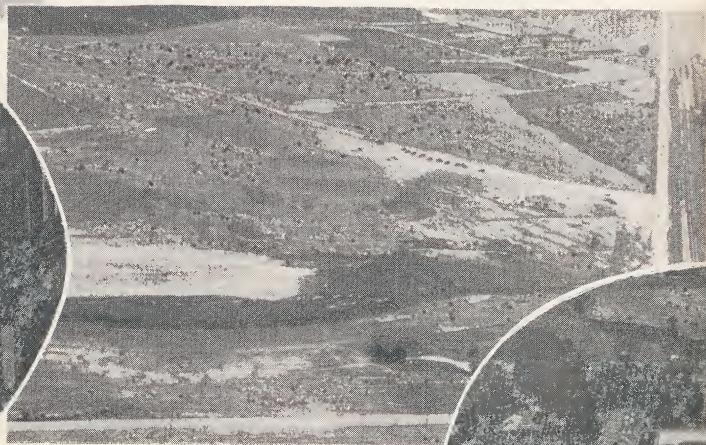
Street Scene

Pied...

Elon College

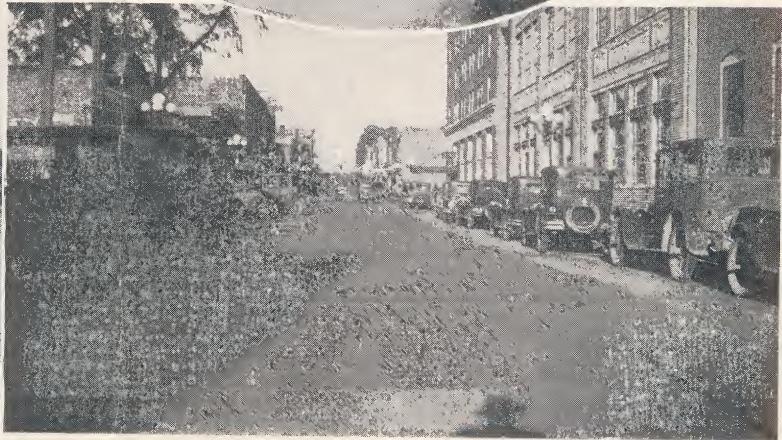
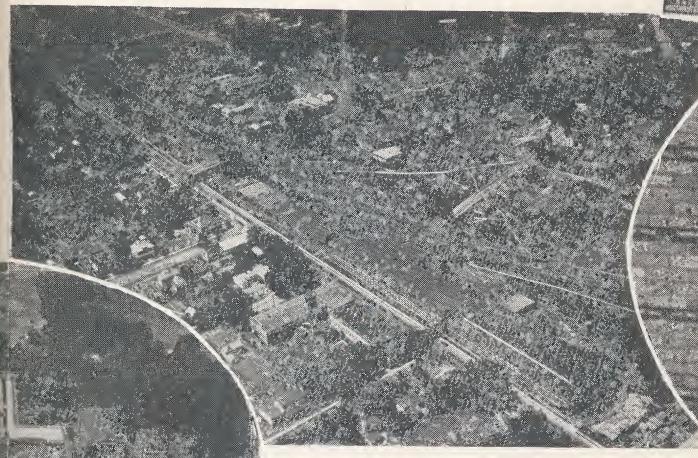
Standard Building

Gas and Power P...



lington Showing Business, Educational Life in the center of the South

Montgomery Hotel Views of Manufacturing Section Street Scene
Plant Aerial View of Business Section Street Scene



of opportunity to carry home trophies of his skill. Within a few hours' ride may also be found the salt water and deep sea fishing of the coast. Distance means nothing in North Carolina where one may travel over the fine roads at any time of the year and select his ground for such sport as he desires.

Other Sports

BASEBALL is another of the favorite sports, and with the larger towns and cities in this section supporting professional teams of high quality, added to by the numerous colleges and universities, there is never a lack of this sport. Numerous tennis courts are scattered over the city and owned by



individuals and clubs for those who desire this form of recreation.

Theatres

THE CAROLINA Theatre, one of a chain operated by Stevens Theatre Company, featuring the latest in photoplays, is an up to date and complete playhouse. Plans are further being prepared for the erection of a new modern theatre to be located in the heart of the city and this too is to be under the direction of the same corporation. The Municipal Theatre with large seating capacity is available for concerts and road attractions and is used for the numerous conventions that are continually in session during the year. The people of Burlington enjoy each season some of the best plays and artists obtainable.



Burlington offers excellent recreational advantages

Surrounded by a Productive and Diversified Agricultural Territory

WITHIN a radius of fifty miles of Burlington are many thousands acres of highly-productive land successfully growing a diversity of crops and supporting profitable farming operations.

For many years tobacco was the crop of importance. It was the money-crop. Farmers depended on it to support a great share of the farming operations. Time and education have made a radical change. While tobacco is still one of the important crops upon which the farmer depends, it is not the only



one. Diversification, with its increasing value to the farm, has taken its place. Tobacco is still grown—2,618,382 pounds were produced and sold on the Burlington market during the past season; but the value of hay, oats, corn, soybeans, peas, sweet potatoes, celery, garden truck, hogs, cattle and dairy products, poultry, and the cut timber, at the same time far exceeded the value of the tobacco crop. The shipping of 500 gallons of milk per day to the larger cities has given the farmer in Alamance county a revenue of \$150,000 annually, while the revenues derived from the sale of butter-fat and poultry to the North State Creamery in Burlington has added \$150,000 a year.

There are many other factors that make for success and prosperity of the agricultural area.

Mild Climate

THE CLIMATE of Burlington being favorable for farming operations, the growing season is practically a year-round one. Crops may be grown at all seasons and several crops can be grown on the same piece of land during the year.

Soil: Much of the soil is rich humus, which requires but little fertilizer to keep its productivity at a maximum and assures bountiful yields, season after season.

Plentiful Rainfall: It takes an abundance of water to mature good crops, and in this section forty-six inches annually is ample and fairly well distributed throughout the year. It is seldom that crops in this area suffer severely, either from drought or too much rainfall.

Lower Operating Costs: The mild climate makes farm life easier than is the case in the colder regions of the Northern states. Less expense is required for shelter, fuel and clothing, and the food and feed are produced at all seasons. Hence, the operating costs are much reduced and the opportunities for acquiring a home and a living are greater.

Good Transportation: Hard surfaced highways, trunk line railroads, bus and motor truck shipping service with low freight rates are all helpful to the farmer in getting his produce to the markets of his choice and at a profit to him.

IN ALAMANCE county there are still available large tracts of rich lands which are suitable to diversified farming, and to the raising of live stock and poultry. Large areas of this land still have timber standing on them that may be cleared as desired and sold at a profit. These lands may be purchased at reasonable prices and, in most instances, on easy terms. Land prices in congested areas have about reached their peak. In this section they are much lower but are rising steadily.

Here is an opportunity worth investigating!

Mr. Farmer, if you are eking out a bare existence, suffering from high costs of labor, long cold winters, poor

lands, high costs of transportation to markets, desiring better education for your children, then seriously consider the advantages that Alamance county offers you.

There is still room for you and a hearty welcome will be extended by a friendly, hospitable people.

One of the Country's Fastest Growing Industrial Fields

INDUSTRIAL SITES.—Although Burlington has enjoyed a phenomenal growth during the past two years, it has not resulted in prohibitive ownership of property. Particularly from an industrial standpoint property in Burlington may be secured at a most reasonable figure.

There is ample available property within easy access of railroads, and the switching facilities are exceptional. There is much room in this city for industrial expansion.

The majority of the industrial plants are located in the northern and eastern parts of the city, and just outside the corporate limits, but still with all facilities available. Power lines, water, gas, and transportation are within easy reach.

Small sites may be secured in other sections of the city. Those adjacent to residence sections are somewhat higher in price.

Industries

IN BURLINGTON'S business, her industries are important factors in her growth and prosperity. There are more than fifty-eight industrial plants in Burlington and her suburbs. This includes all business that does not buy a finished product for sale, but improve materially the article that they are to sell to the consumer. Of this number of manufacturing plants twenty-five have located within the last two years.

Low freight rates have added materially to the industrial development of Burlington. The railroads serving this community are doing everything possible to advance industrial interests.

Among the principal industrial products of this city are



Agricultural scenes near Burlington

boxes, barrels, bricks, candy, coffins, dyeing, foundry products, furniture, hardwood flooring, hosiery (half hose to full fashioned), lumber, sash and screen doors, and textiles (cotton to silk). Ninety thousand dozen pairs of hose a week and 1,000,000 yards of textile materials give an idea as to the magnitude of these industries and their relation to the textile area of the Piedmont. Payrolls amount to nearly \$90,000 a week and will in the near future reach the \$100,000 mark with the addition of new industries that are just being started. The addition of a first unit of a Rayon plant will open to the field a decided enlargement of activities and at the same time increase the opportunities for further expansion. This unit in its initial cost will be over \$1,000,000, and provisions are made for expansion as rapidly as possible to a plant that will call for an outlay of \$8,000,000.

Burlington is desirable as an industrial center because of the raw materials that are available, easy access to markets, ideal living conditions, abundance of native labor, available good water supply, and cheap electric power.

Labor

IF THERE is any one particular in which Burlington is most fortunate, it is in regard to the labor situation. There is an abundance of skilled and semi-skilled labor available for all industrial demands that may be made, 99% native born, 90½% native white, 9% negroes. Of this available supply 65% are industrial workers.

Labor disturbances are unknown in this city. The problem of "Americaniza-

tion" is practically unknown here. The foreign element is exceedingly small and those of our citizens who are of foreign birth have completely adapted themselves to the conditions that surround them.

This city is fortunate in having a large reservoir of high-class laborers. They are self-respecting, and are capable of being trained to any degree of efficiency. Burlington is an open shop city. All industries are operated on this plan.

Taxation

BASED on the new State laws which require counties and cities to operate on budgets and to raise only such revenues as are actually called for in these budgets, the matter of taxation is one that, while appearing to be high at the present time, is still not so large. Assessment for taxation has been on about 60% actual value. The tax rates for city and county for the present year are \$1.90 on the hundred for the city and \$1.70 for the county. With the retirement of certain bonds and other indebtedness as required by the new laws during the present year, the rate will be decidedly decreased. Under the state statutes there cannot be relief from state taxation without a special enactment by the legislature. The Board of County Commissioners and the Board of Equalization fixes the valuation of the property. They will covenant that, while an enterprise is under construction, there will be no valuation placed for tax levy other than against the property as before beginning of construction work. It is for this reason that many of the new industries are



Dairying has proved very successful in Alamance County

taking advantage of all the facilities offered by the city and are carrying on their construction programs in the "Industrial Heights," the new industrial section of the city and located about a half mile outside the present city limits.

Additional Facilities

WATER: The supply of water obtained for Burlington is taken from Stoney Creek water shed and, with the increase in facilities that are rapidly being completed, there is a constant supply of 500,000,000 gallons. This water is clean, odorless, tasteless and has a specific gravity of 1.003. Late water analysis shows that there are but 37.80 parts per million of total solids, no suspended solids, 2.6 parts organic matter, and there is 2.0 parts per million of oxygen consumed. Further analysis shows that water is free from albumenoid ammonia and nitrates.

Gas: An up-to-date artificial gas plant provides this commodity to the homes and manufacturing plants for Burlington. This plant is under the same direction and management as the electric power, i.e., the Duke and Southern Power Companies.

Electricity-Power: It is conservatively estimated that if the Piedmont Carolinas had to purchase the fuel annually to generate the electric current now created by water power, it would have to pay coal-producing states and transportation lines over \$7,500,000 annually, with coal at \$2.00 per ton at the mine. Industry demands an abundant and constant supply of adequate power. Auxiliary steam plants supplement adequate storage capacity. The present capacity, combined with water and steam, is 897,200 horse power. Plants are under construction that will bring this to 953,200 horse power. As horse power per workman increases, prosperity increases. In Piedmont Carolinas the horsepower per workman is 4.25.

Does that explain why per capita wealth is increasing three times as fast as in the many other states?

Manufacturers who utilize this electrical energy avoid the necessity of investing their capital in private power plants. Their overhead is lower and their capital is freed for profit earning employment in actual production.

If you are interested in manufacturing or merchandising it will pay you to investigate what is offered at Burlington. Burlington is the community center, the trading center, the banking center, and the center of education and amusement for a large and populous territory.

Burlington a Buying Center

BURLINGTON is the buying center, often referred to as "The Hosiery Mills Center of the South." It is the meeting place for hosiery and textile buyers from over the entire world. Merchants in the numerous and populous surrounding towns buy their stocks from wholesalers and jobbers in Burlington. There are many large wholesale distributing firms, and their warehouses handle great quantities of goods. Some manufacturers have found it to their advantage to establish branch warehouses at this point for the quick and economical distribution of their goods to the wholesalers in the surrounding territory.

Helpful Banks

BURLINGTON has five strong banks—Atlantic Bank & Trust Company, First National Bank, Bank of Commerce, Hood System, and Morris Plan, with combined resources of \$18,155,491.94. These banks help to finance the crops in the surrounding territory, help in the purchase of cattle, and assist in general with the development of the community. They are well managed and equipped to care for the interests of their depositors, large or small. In addition to the banks there are three building and loan associations.

Consider Burlington

MANUFACTURER, consider Burlington from two angles. First, the advantages that it offers for



Hosiery Mill
City power plant

the location of your main factory or additional factory unit. Remember that you are assured of a plentiful supply of cheap power, contented labor, lower operating expenses, and an over-night shipping point to the markets of the East.

Second, if you are not ready to establish another factory unit, (although you must remember that the savings effected here would soon underwrite the cost,) consider the advantages which Burlington offers as an economical warehousing and distributing point for your goods destined for a populous and prosperous territory. Located in the center of an excellent market in itself, it is within easy reach of all points in the South and East. Excellent transportation facilities, low freight rates, low insurance rates, better than average living conditions, stabilized labor, and numerous other advantages have contributed and are still contributing toward making this a great buying and distributing center, where goods may be stored and marketed at least cost and greatest profit. It will be worth your while to investigate the possibilities of Burlington.

Burlington--One Night Out from New York

IF YOU are interested and desire special information or data pertaining to your own field of activities, write the Burlington Chamber of Commerce for special industrial folder. The Industrial Department of the Chamber of Commerce will furnish you with a complete survey of the community or the territory with regards to your own needs. There will be no cost to you. An economic survey of our county is also available to you on request.

Feel free to call upon us for as complete and extensive information as you may desire. The Chamber of Commerce is in position to handle all inquiries promptly and in such detail as to be of unlimited service to you. The exceptional and unique facilities of the Hosiery Mills Center of the South are at your service.

Burlington Chamber of Commerce

H. B. Skinner, Secretary

BURLINGTON, N. C.



Views of a few of Burlington's manufacturing plants